

# The THRYVE Wire

Plug in for the latest buzz. 

## April News

April 15, 2025

### Dealer Meeting Recap

#### Wins

A record of 1.3 megawatts was installed through GoodLeap in the last week, indicating significant growth and success in operations.

#### BayWa

THRYVE is expanding the distributor network by onboarding with BayWa. Stay tuned for additional distributors in the future.

#### AVL Expansion

THRYVE is expanding the approved vendor list. Reach out to your RAM to ensure you are receiving the best pricing available on the AVL, especially in light of upcoming tariffs that may affect your projects.

#### A la Carte Pricing

Dealers are encouraged to set up appointments with their RAM next week to discuss pricing and item lists.

#### Manual Design Live in SUNNY THRYVE Portal

You asked, we answered! The manual design function allows users to extract data from design platforms like Aurora or Enterflow to create designs that match the desired production values. For a how-to, visit the SUNNY Toolkit in the [Dealer Drive](#).

#### Appointment Generation

We have experienced challenges in generating appointments due to new TCPA laws, which require leads to come to the business rather than being called directly. This has impacted the expected volume of appointments.

- Consumer confidence has decreased, leading to a predicted flat demand in 2025, which is a significant change from previous expectations.

- To increase lead flow, THRYVE has implemented a bid function, which would recommend a higher ad spend to improve visibility on search engines and generate more opportunities.
- In the THRYVE Portal, the bid function should be set at the appointment level to optimize appointment generation and avoid mistakes that could lead to appointments being sourced from outside the intended region.\*  
\*Increasing bids does not take away from others in the market.



## THRYVE Is Sponsoring Rhode Island Clean Energy Week



**April 21–April 25**

Get ready for an electrifying day at the Rhode Island Clean Energy Week event—and we're thrilled to announce that Kane Cuenant will be taking the mic as a featured guest speaker!

What's happening:

- Tours of cutting-edge renewable energy properties
- Test drives of electric vehicles at the Thompson Speedway (yes, really!)
- Panels featuring local policymakers, state and federal senators, and major players like Gilbane, diving deep into the future of renewable energy policy

### Tech Expo & Career Fair

Stick around for the Tech Expo and the Career Fair—a golden opportunity to connect with clean energy leaders and companies hiring skilled professionals like electricians, sales consultants, and beyond.

Want to showcase your company at the career fair or tech expo? Reach out to [scott@northeastrec.org](mailto:scott@northeastrec.org) to secure your booth.

### THRYVE Dealer Event

Cap off the day with us Thursday evening from 5–7 PM with cocktails and appetizers at the exclusive THRYVE gathering.

<https://www.northeastrec.org/register>



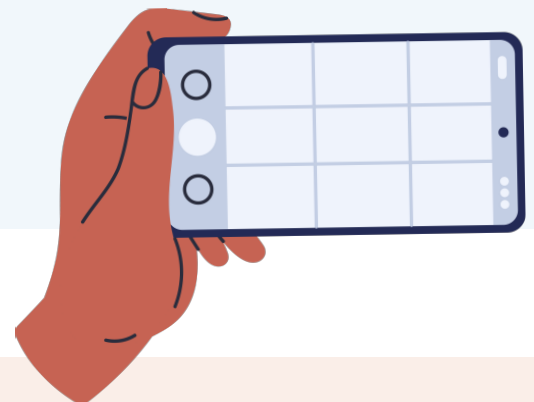
### Updated GoodLeap Pricing

GoodLeap modified how the domestic content incentive payments are handled. Going forward, the payment will no longer be issued separately after installation. Instead, the value of the incentive will be incorporated into the existing M1 and M2 milestone payments.



### We want your photos!

Whether it's your most recent meeting with your RAM, a team photo, fun moments on the install site, or a fully finished installation. Send photos to your RAM or post in the [Facebook Dealer Group](#). Who knows, you might get some fun swag in return.



### Visit the Dealer Drive for Great Resources

From the SUNNY THRYVE Portal how-tos, to the Marketing Toolkit with tips on boosting your social media, the Dealer Drive has it all, with new materials added each week.

**Visit and bookmark!**

Follow the [THRYVE LinkedIn](#) page! By liking and tagging each other's posts, we make them more visible to others.

Join the [Facebook Dealer Group](#) for communication and share with all your teams.